

Diploma thesis „TV Lifestyle Magazines : Phenomenon of Masculinity, Makeover and Success“ mostly deals with the concepts of life-style, taste, makeover a masculinity and their factual manifestation in particular television shows.

In its theoretical part the thesis defines fundamental themes and concepts based on literature, especially according to Pierre Bourdieu, Dick Hebdige and Michel Foucault.

The concept of life-style has gained much importance in contemporary society, because it's actually the style of life which has become the most important principle of social clustering. One of the first sociologists to reflect on the concept of life-style was Pierre Bourdieu. His conception of life-style is based on stratification and social inequalities. These inequalities are – according to Bourdieu – the product of deep structural inequalities underlying the society as a whole. The thesis also concerns with style as intentional communication, hegemony and resistance as perceived by Dick Hebdige. The body and the process of moulding it into the shape of disciplined bodies is the subject of another part of the thesis.

Further on the thesis deals with the problem of body and masculinity, and above all with the process of building its image in the media. Two types of masculinity are defined; first hegemonic masculinity and later consumer masculinity (or metrosexuality). The phenomenon of masculinity as a TV format is the subject of further chapters, which deal with patterns of television formats, their constituents, narrativity etc.

The analytical part of the thesis is concerned with two particular television shows – Vypadáš skvěle! which was broadcast by the Czech Television, and Peklo s Landou, which was produced by the internet television Stream.

These shows aim at helping the „victims“ of make-over process to head for a better way in their style of life and their appearance.